



OPTIMIZERx Corporation Executes New Terms to Securities Redemption Option Agreement With Vicis

January 3, 2014

ROCHESTER, MI--(Marketwired - Jan 3, 2014) - OPTIMIZERx Corp. (OTCQB: OPRX) announced on January 2, 2014, we executed an Amendment to the Securities Redemption Option Agreement with Vicis Capital Master Fund ("Vicis") to, among other things, extend the term of our option to March 31, 2014 and reduce the price of the option from nine million dollars (\$9,000,000) to six million dollars (\$6,000,000). The shares and derivative securities include the Series A Convertible Preferred Stock, Series B Convertible Preferred Stock, Common Stock, and warrants to purchase shares of Series A Convertible Preferred Stock and Series B Convertible Preferred Stock held by Vicis.

The Company's Chief Executive Officer and Chairman Mr. David Harrell added, "We are very pleased to have negotiated this extension at more favorable terms and am confident we will swiftly complete this transaction per the high interest expressed from both strategic and financial investors in our proven innovation, growth and performance -- as well as OPTIMIZERx's unique position to serve leading pharmaceutical and healthcare companies. Additionally, this provides an ideal opportunity to improve and clean up our capital structure."

About OPTIMIZERx Corp.: OPTIMIZERx Corp. (OTCQB: OPRX) provides unique consumer and physician platforms to help patients better afford and comply with their medicines and healthcare products, while offering pharmaceutical and healthcare companies effective ways to expand patient awareness, access and adherence to their medications. For more information, please go to www.optimizecorp.com.

For further Investor Information on OPTIMIZERx Corp., please contact: Christopher Schreiber, Taglich Brothers, at 917-445-6207

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This press release contains forward-looking statements within the definition of Section 27A of the Securities Act of 1933, as amended and such section 21E of the Securities Act of 1934, amended. These forward-looking statements should not be used to make an investment decision. The words 'estimate,' 'possible' and 'seeking' and similar expressions identify forward-looking statements, which speak only as to the date the statement was made. The company undertakes no obligation to publicly update or revise any forward-looking statements, whether because of new information, future events, or otherwise. Forward-looking statements are inherently subject to risks and uncertainties, some of which cannot be predicted, or quantified. Future events and actual results could differ materially from those set forth in, contemplated by, or underlying the forward-looking statements. The risks and uncertainties to which forward-looking statements are subject include, but are not limited to, the effect of government regulation, competition and other material risks.

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